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THE SECRETARY OF HEALTH, EDUCATION, AND WELFARE

101-2014

25 mar 61

March 21, 1961

WASHINGTON

Dear Mr. Dulles:

We have now reached the mid-campaign point in the 1961 National Health Agencies drive. The enclosed participation report will demonstrate to you that several agencies have made satisfactory showings but that we still have a long way to go, and there is very little time left in which to do it.

In order to achieve a successful conclusion to this drive, I ask that you take a personal hand in accelerating the drive during the remaining three weeks.

I suggest that you may wish to include in your review a personal discussion with your agency's campaign leaders to identify and analyze any gaps which may exist in campaign coverage or campaign organization. In addition, you may wish to plan for a systematic person-to-person re-solicitation of those who did not contribute the first time around.

I know that you share my concern about the outcome of this drive. I will appreciate your taking whatever steps seem to be called for to assure a good response from your agency. Thank you for your cooperation.

Sincerely yours,

Abraham A. Ribicoff

Chairman

National Health Agencies

Campaign

Honorable Allen W. Dulles, Director Central Intelligence Agency 2430 E Street, N. W. Washington 25, D. C.

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3. Attention is called to Secretary Ribicoff's suggestion that the Director "plan for a systematic person-to-person resolicitation of those who did not contribute the first time around." Whereas it might turn out to be desirable to make a further appeal to persons who may not have contributed during the official campaign period, Secretary Ribicoff's suggestion is neither feasible nor proper. This campaign has been officially conducted on a sealed envelope basis with complete anonymity to each donor. Thus no official record of noncontributors is in existence. Moreover the Executive Branch has specifically directed that the right to contribute or not contribute with anonymity shall be protected. Secretary Ribicoff's suggestion, in this light, appears to be both impractical and improper.

Emmett D. Echols
Director of Personnel

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MEMORANDUM FOR:

Assistant to the Director

SUBJECT

: National Health Agencies Drive for 1961

REFERENCE

: Letter to Mr. Dulles from Secretary Ribicoff dtd 21 March 1961, subj 1961 National Health

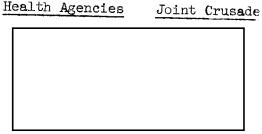
Agencies Drive

- 1. Reference letter is a form letter sent to the heads of all participating Government agencies. Information to this effect is overprinted on a copy of the letter forwarded directly to me as the campaign director for the Director. I do not believe any reply is necessary or expected for this reason.
- 2. At the present time we are unable to make any accurate estimate of Agency participation in the campaign. The campaign is established on a no-quota basis and participation rather than a specified dollar goal is stressed. The campaign reporting procedures make no provision for interim or piecemeal reports other than by completed collection kits for twenty-five persons. On the basis of returns from fewer than _______CIA employees the following results are available:

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Number of envelopes returned Number of contributors Noncontributors Rate of Participation Dollars contributed Average contribution



If the rate of participation and the average contribution prevail, the CIA response will, I believe, compare favorably with other Government agencies and CIA performance in prior years.

MEMORANDUM FOR: Mr. Dulles:

Emmett Echols tells me that the Health Agencies Campaign and the Joint Crusade Campaign end today, 24 March.

NA BOOK

24 Mar 61 (DATE)

FORM, NO. 101 REPLACES FORM 10-101 WHICH MAY BE USED.

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